

Hayley Ford

(b) (6)

PROFESSIONAL EXPERIENCE

WealthEngine

Recruiting Manager / HR Generalist

Bethesda, MD

May 2016 to Present

WealthEngine is the leading provider of predictive marketing analytics and wealth intelligence services.

- Lead all recruiting efforts to fill hiring needs in sales, marketing, product/tech, finance, HR and professional services, hiring for interns through VP-level positions
- Proactively source candidates, create and maintain pipelines, partner with hiring managers, engage and evaluate candidates, extend and negotiate offers, and manage logistics of interview and hiring process
- Manage and evaluate onboarding of new hires and fine-tune curriculum for successful transition into company
- Launched new web-based performance management tool and effectively rolled out to entire company
- Designed and launched brand new company careers website
- Perform HR Generalist responsibilities as needed and serve as main HR POC within organization
- Assist sales and marketing teams with sales enablement initiatives as needed

KPMG, LLP

Manager, Human Resources – Campus Recruiting

McLean, VA

October 2014 to May 2016

Senior Associate, Human Resources – Campus Recruiting

August 2011 to September 2014

KPMG is a global network of professional firms providing Audit, Tax and Advisory services.

- Managed all tax hiring for the DC/McLean office, including nine different service networks and four different pools of candidates, hiring for interns through manager-level positions; Identified candidates, maintained pipeline, hosted visits, led offer conversations and candidate evaluation, extended and closed offers, managed internship program, and regularly collaborated with onboarding and field HR
- Developed relationships with office tax practice leaders, gained understanding of their business and hiring needs, determined recruiting strategy, provided periodic analysis of hiring results and managed office recruiting budget
- Co-led national hiring efforts for advanced degree tax candidates at TIP/TARE programs in DC annually; Co-led task force of 4 recruiters, coordinated selection process for all offices nationwide, and supervised coordination of professional involvement
- Led firm recruiting efforts, coordinated all events, and managed pipeline of students from identification to full-time hiring at University of Maryland, a Platinum Premier (top level) hiring school for the firm; Hired over 100 students annually from Maryland for accounting, IT and finance positions; Increased hiring by 50% in 3 years; Organized and executed visit of U.S. firm COO to campus
- Developed and maintained relationships with deans, faculty, and staff at assigned schools; Received highly regarded award from University of Maryland Smith School of Business for exceptional recruitment efforts
- Guided 150 summer interns annually through the onboarding process
- Mentored team members and served as People Management Leader for DC/McLean recruiting team; Nominated for 2016 National Mentoring Award by counselee
- Nominated for 2015 Chairman's Award for High Performance
- Selected by lead M&A Tax partner to instruct senior-level tax professionals bi-annually in presentation and general instructor skills
- Guided recruiting team through 2 successful Department of Labor OFCCP compliance reviews

Washington, DC / Milwaukee, WI

Senior Associate / Associate, Federal & Commercial Audit

September 2009 to August 2011

Intern, Audit

June 2008 to August 2008

- Planned and provided audit services primarily in the industries of federal government, state and local government, manufacturing, financial services, and retail, including publicly traded companies
- Participated in year-end financial audits, quarterly reviews, SOX controls testing, and A-133 audits
- Reviewed workpapers prepared by audit staff and interns, provided quality feedback, and conducted engagement evaluations
- Passed Certified Government Financial Manager (CGFM) examination
- Selected to attend Global Audit New Hire Training in Rome, Italy prior to beginning client work
- Selected as Campus Ambassador to Marquette University following audit internship with responsibilities including: Identifying quality audit and tax candidates, meeting with candidates to discuss my experiences and helping them with their decision process, and planning and hosting on-campus recruiting events

EDUCATION

Marquette University

Bachelor of Science in Business Administration

Majors: Accounting and International Business Minor: French

Cumulative GPA: 3.96 Majors GPA: 4.0

Milwaukee, WI

Graduation Date: May 2009

CERTIFICATIONS / COMMUNITY SERVICE

Certified Public Accountant *District of Columbia*

Catholic Diocese of Arlington *Workcamp Adult Crew Leader*

St. Charles Borromeo Parish *Youth Group Leader*

Bridges to Independence *Adult English Tutor*

Inactive as of January 2017

June 2013, 2014, 2015, 2017

September 2012 to January 2017

January 2014 to April 2015

Salary History:

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